

# **Broadband Changes Everything.**



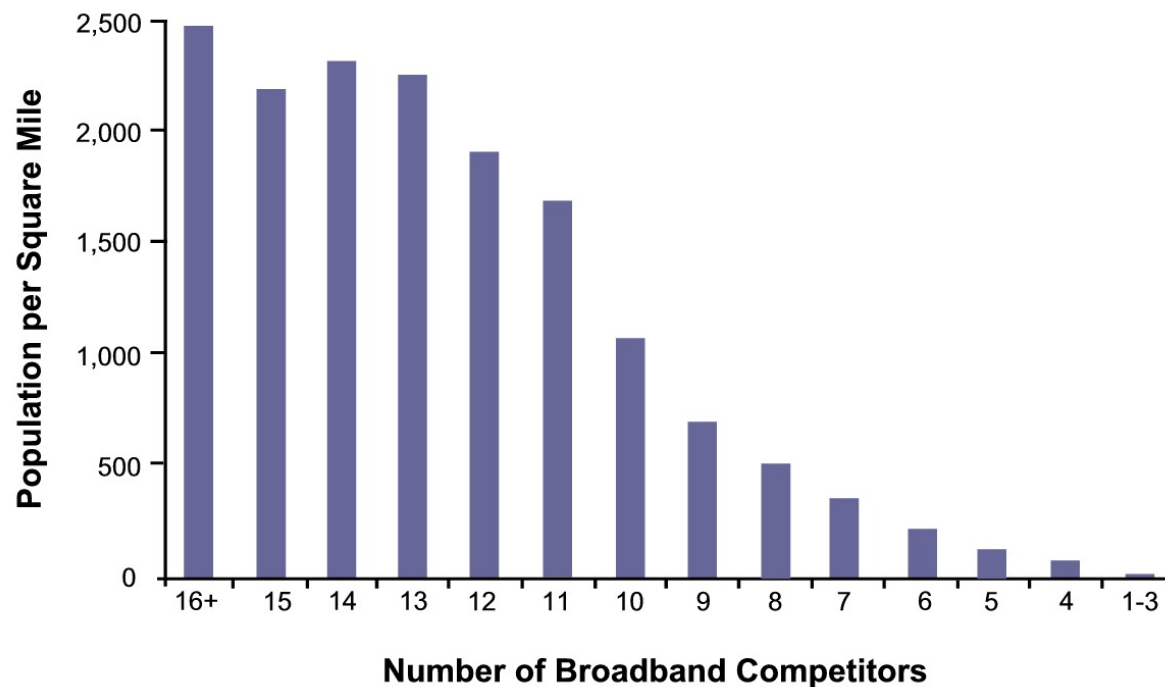
**Connecting Agriculture Worldwide.**

[www.agristar.com](http://www.agristar.com)

**Kip Pendleton  
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Agristar Global Networks**

# Rural Broadband Options

## Low Population Density Severely Limits Broadband Options



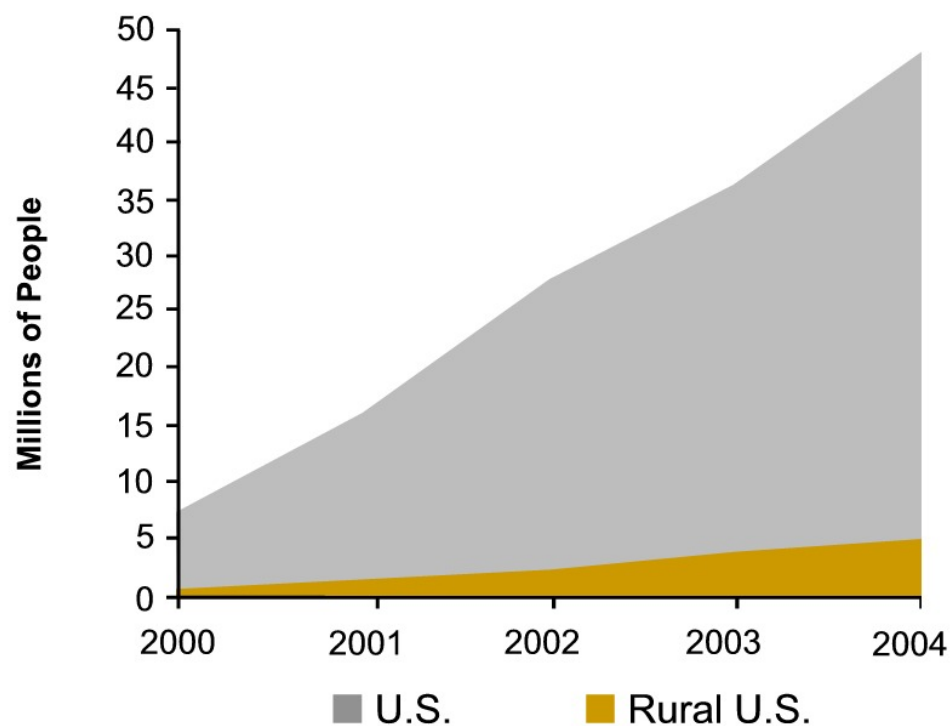
- **Connectivity Gap: 15 to 20MM rural households have no cable modem or DSL solution**

– Morgan Stanley Research

Source: U.S. Small Business Association

# Current State of Rural Broadband Access

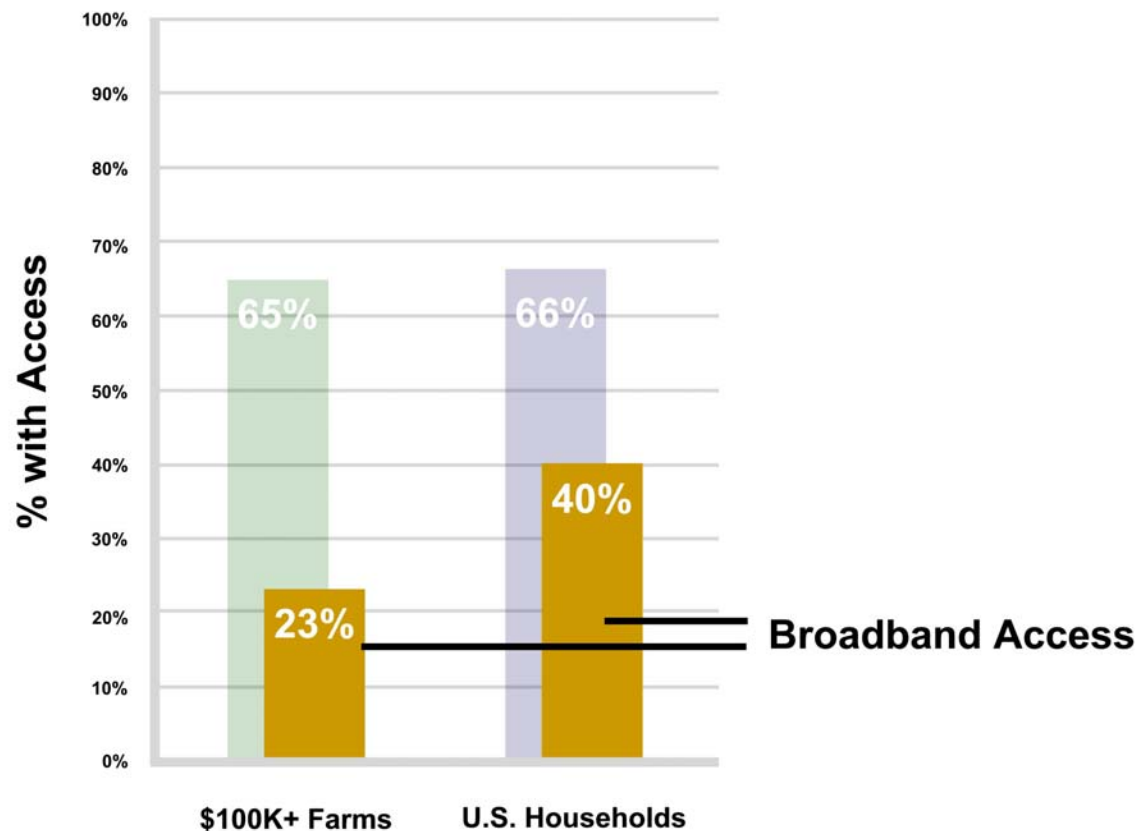
## Total U.S. vs. Rural U.S.: Home Broadband Use



Source: Pew Internet & American Life

# Current State of Rural Broadband Access

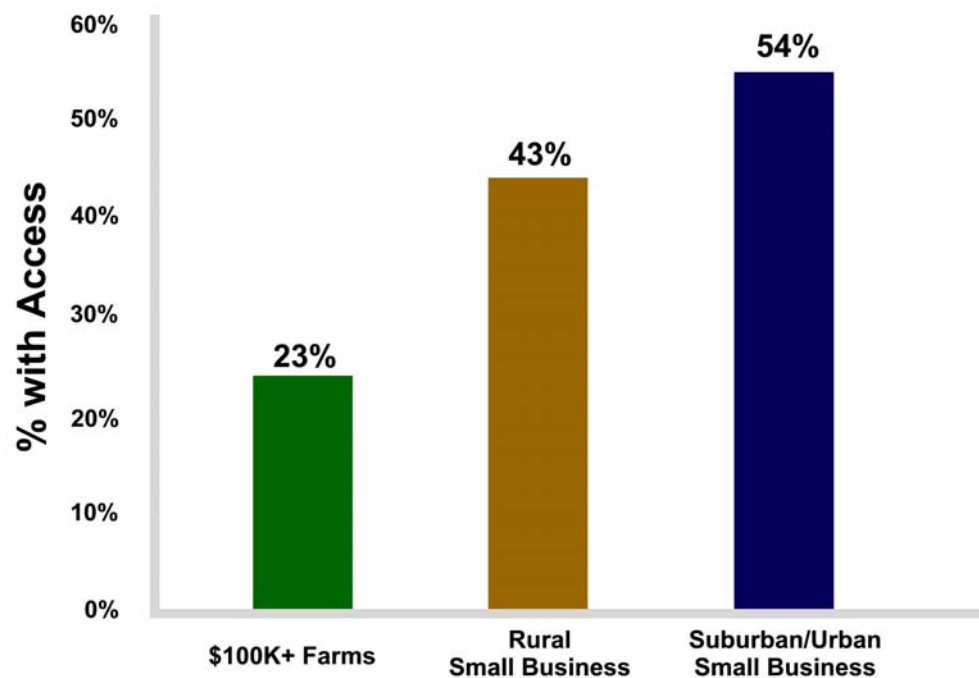
## Ag vs. U.S. Households: Broadband Access



Source: USDA, Goldman Sachs, U.S. Census Bureau

# Current State of Rural Broadband Access

## Rural vs Nation: Business Broadband Access



Source: U.S. Small Business Association, USDA

# Speed Comparison and Benefit

## Just How Fast Is Fast?

Typical Rural Dial-Up

← Only 20 Kbps = Slow, Frustrating and Unproductive.

Speed →



= Internet access up to **100X faster** than rural dial-up!

Up To 2,000 Kbps! →

## The Real Benefit: Always On

# Industry Opportunity

- **The Challenge:**

- **27% of rural dial-up users say “broadband is not available”**

– Pew Internet & American Life

**The facts:**

- Broadband is available everywhere in rural America and agriculture. Today.
- Connectivity options depend on their location
- Need to make rural America aware of options

# Keep Rural America Strong!



BROADBAND ALLIANCE for AGRICULTURE™

*Thank You, Rural Development!*

